

Message Text

UNCLASSIFIED

PAGE 01 BOGOTA 04831 221751Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----079813 230224Z /70

R 221555Z MAY 78
FM AMEMBASSY BOGOTA
TO SECSTATE WASHDC 8126
INFO USDOC WASHDC

UNCLAS BOGOTA 4831

E.O. 11652: N/A
TAGS: BEXP, CO
SUBJ: TRADE EXPANSION/PROMOTION: NEW TAILORED EXPORT MARKETING
PLAN SERVICE (TEMPS)

REF: STATE 091897

1. EMBASSY HAS REVIEWED TEMPS CONCEPT AND FORMAT AND LOOKS FORWARD TO RECEIVING FIRST TEMPS IN ORDER JUDGE QUALITY ANR RELEVANCE TO COLOMBIAN MARKET. OBJECTIVE OF PROGRAMS LAUDABLE AND CERTAINLY FITS USDOC CONCENTRATION ON NTM FIRMS.

2. FROM POINT OF VIEW OF FIELD, PRINCIPAL COMMENT IS CONCERN THAT ONE-MAN DAY IN MOST CASES WILL NOT BE ENOUGH TIME TO CLEARLY GAUGE MAKETABILITY OF PRODUCT. IN MOST CASES, PRODUCTS WILL BE SO SPECIFIC THAT EVEN POST SUCH AS BOGOTA, WHICH HAS A MAU, WILL NOT BE ABLE TO JUDGE MARKET FROM EXISTING FILES. ALTHOUGH TARIFFS AND ANY OTHER NTBS EASY TO IDENTIFY, SEVERAL CALLS OR VISITS MAY HAVE TO BE MADE TO MARKET PLACE. SOME PRODUCTS COULD INVOLVE MANY END-USERS AND OTHERS COULD BE DEPENDENT PREDOMINANTLY UPON GOVERNMENT PURCHASES. IN LATTER CASE, DATES AND SIZES OF BIDS MAY NOT BE VERY ACCURATE. SHORT TIME-FRAME LEADS TO OBVIOUS DANGER OF OPTIMISTIC MARKET RESEARCH CONCLUSIONS WHICH COULD BE INCORRECT. SHOULD USDOC AND EXPORTER PROCEED
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BOGOTA 04831 221751Z

BASED PARTIALLY ON INCORRECT MARKET RESEARCH, US FIRMS COULD LOSE EXPORT START-UP EXPENSES. TO A SMALL FIRM, THIS COULD BE SERIOUS BLOW AND FIRM COULD LOOK FOR SCAPEGOAT. POST AND USDOC WOULD BE OBVIOUS TARGETS.

3. SINCE EXPENSES OF ENTERING THE EXPORT MARKET CAN BE SIGNIFICANT FOR A SMALL FIRM, IT WOULD SEEM USEFUL TO TRY

TO ALSO HELP NTM SMALL FIRMS FIND APPROPRIATE TRADING COMPANIES
AND EXPORT MANAGERS AND TO SEARCH FOR MECHANISMS TO MAKE
THESE LATTER MORE EFFECTIVE.

4. POST ASSUMES THAT USDOC WILL KEEP IT INFORMED DURING LATTER
STAGES OF PROCESS; E.I. MARKET PENETRATION, MARKET DEVELOPMENT,
MERCHANDISING PROGRAM, ETC. POST ALSO WONDERS WHAT ITS
ROLE WOULD BE DURING THESE LATTER STAGES OF TEMPS.
CONTINUED SUBSTANTIAL SPECIAL EFFORTS COULD NECESSITATE
CONSIDRABLE REVAMPING OF CCP ESPECIALLY IF PRODUCT LINE NOT
PART OF ANY CCP CAMPAIGN.
ASENCIO

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BOGOTA04831
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780216-0303
Format: TEL
From: BOGOTA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780535/aaaabdbw.tel
Line Count: 74
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e0c98a99-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 91897
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2621137
Secure: OPEN
Status: NATIVE
Subject: TRADE EXPANSION/PROMOTION: NEW TAILORED EXPORT MARKETING PLAN SERVICE (TEMPS)
TAGS: BEXP, CO
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/e0c98a99-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014